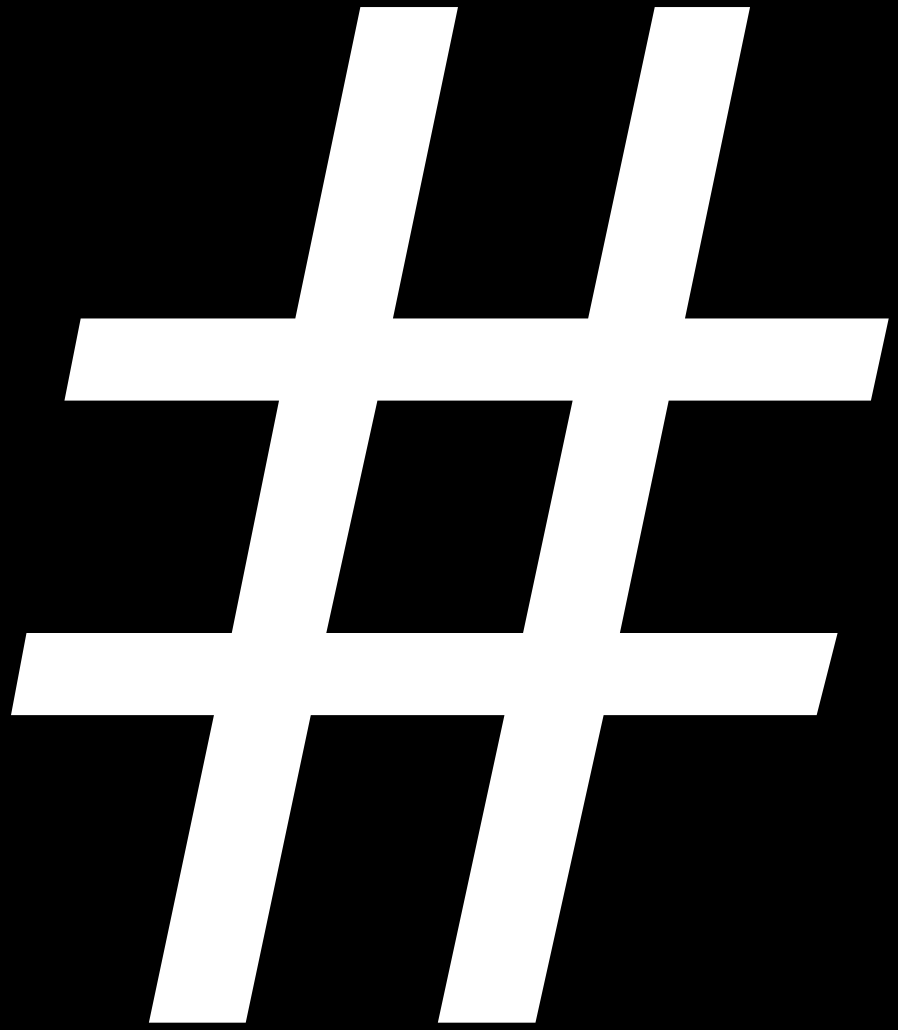
Why is there an octothorpe in this data?

On preserving technological and social forms used in social media

Julie C. Swierczek

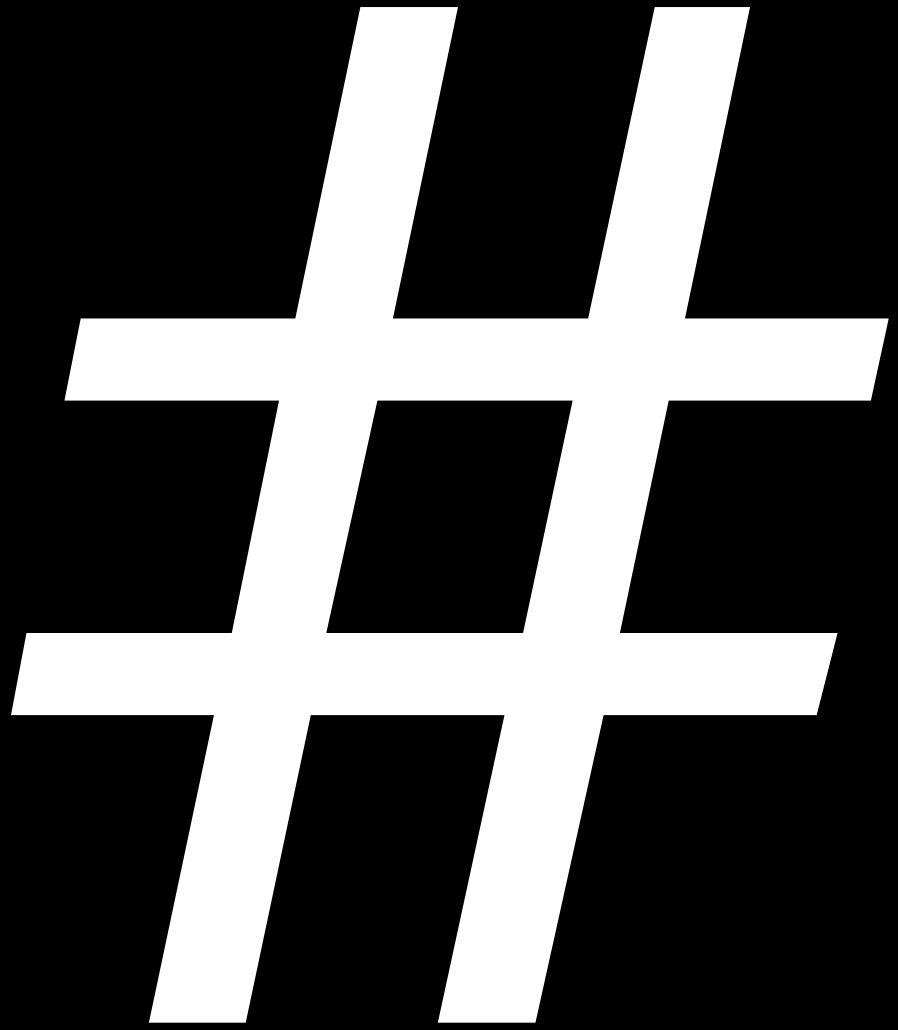
@JulieSwierczek

octothorpe



octatherp
octothorp
octothorpe

“octatherp”
--John Schaak



“octothorpe”
--Don MacPherson

“octo”

eight points

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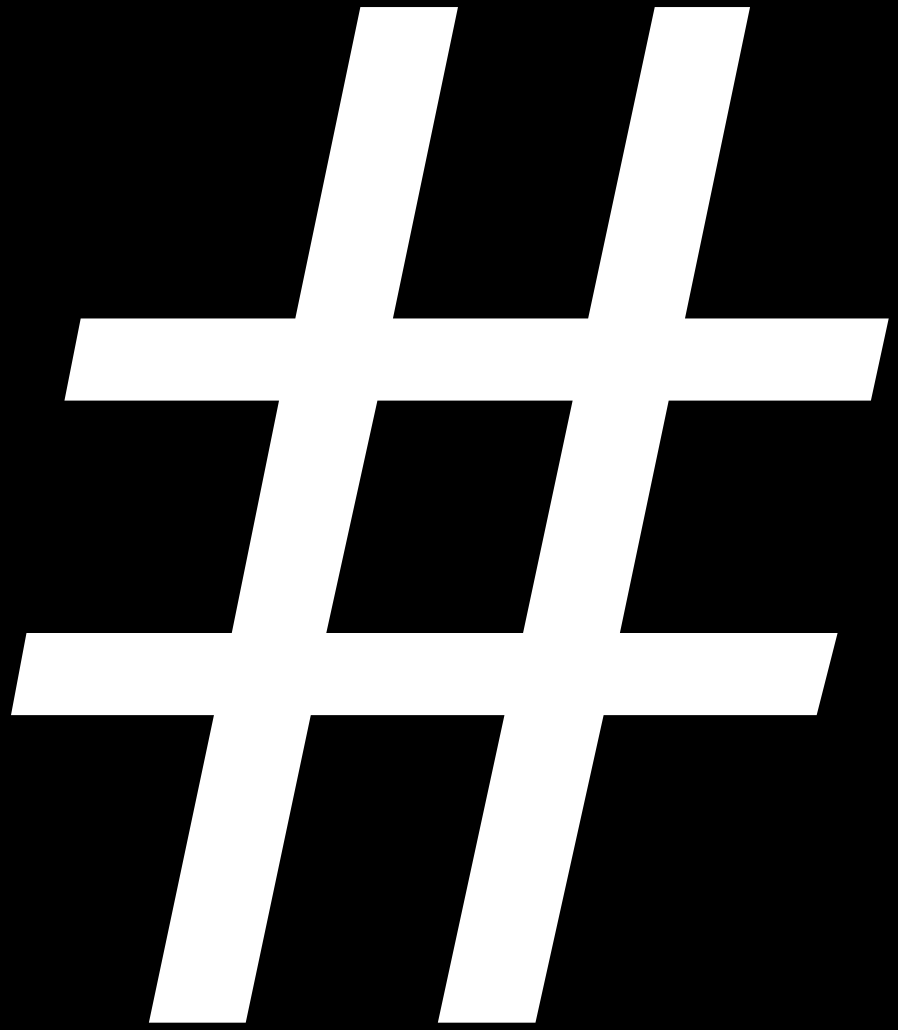
1963



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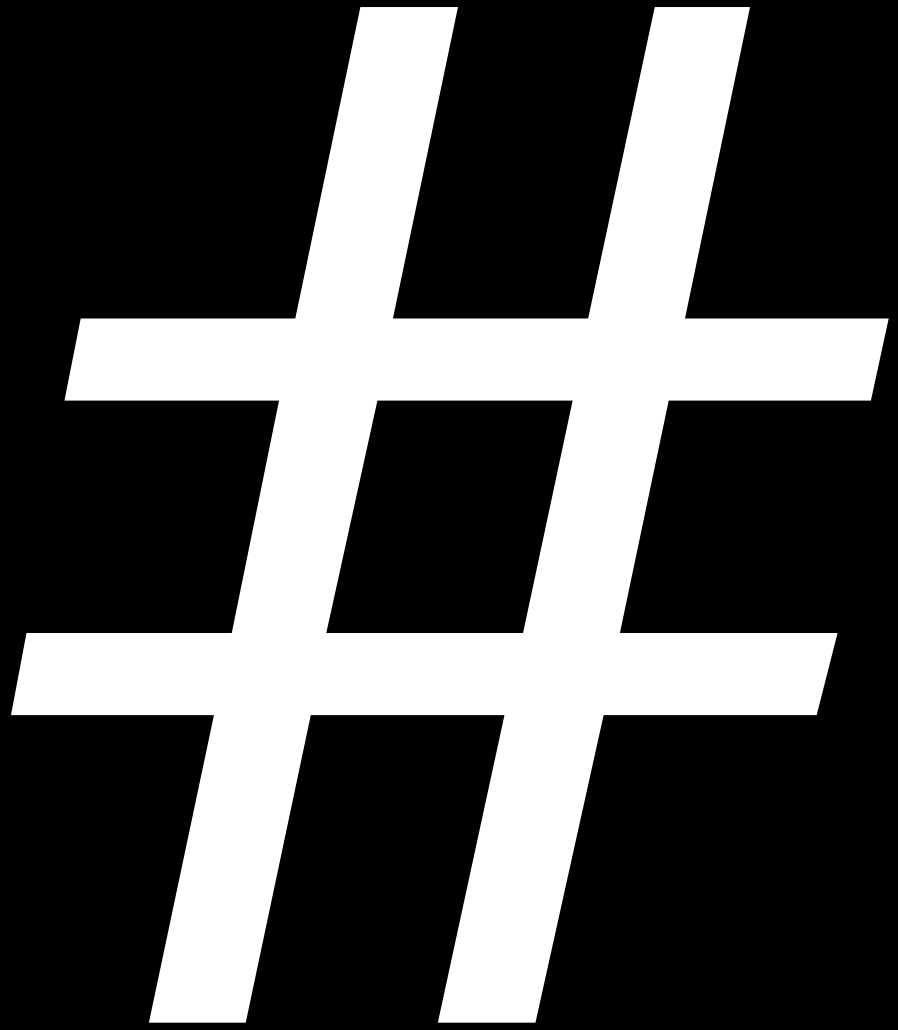

August 23, 2007

PERSONAL | DIGITAL ARCHIVING

Welcome to the **Personal Digital Archiving Conference 2015** website!

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problem

technology

capture the moment

social media!

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Katherine Barton
@MsKB_Barton

Follow

Gen Y and Z speak a completely different language
#lol #cebb #yolo #fomo #cray #CEE15

6:44 PM - 19 Mar 2015

2 RETWEETS 1 FAVORITE

https://twitter.com/MsKB_Barton/status/578688614109962240

#winning

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cloe @cloexstyles · Mar 16

Everyone has the motivation to look all nice this week and here I am coming to school with wet hair and **sweatpants** #winning

RETWEET	FAVORITES
1	5

6:40 AM - 16 Mar 2015 · Details

https://twitter.com/cloexstyles/status/577464433884164096

#winning

Chick-fil-A Anderson @CFAAndSC · Apr 9

Congratulations to @Crisco214 on winning the 2015 Chick-fil-A of Anderson Bracket Challenge! He won 52 Chick-fil-A Sandwiches! #winning

RETWEET 1

FAVORITES 4

6:50 AM - 9 Apr 2015 · Details

https://twitter.com/CFAAndSC/status/586164347203940352

“hashtag sarcasm”

“octothorpe sarcasm”

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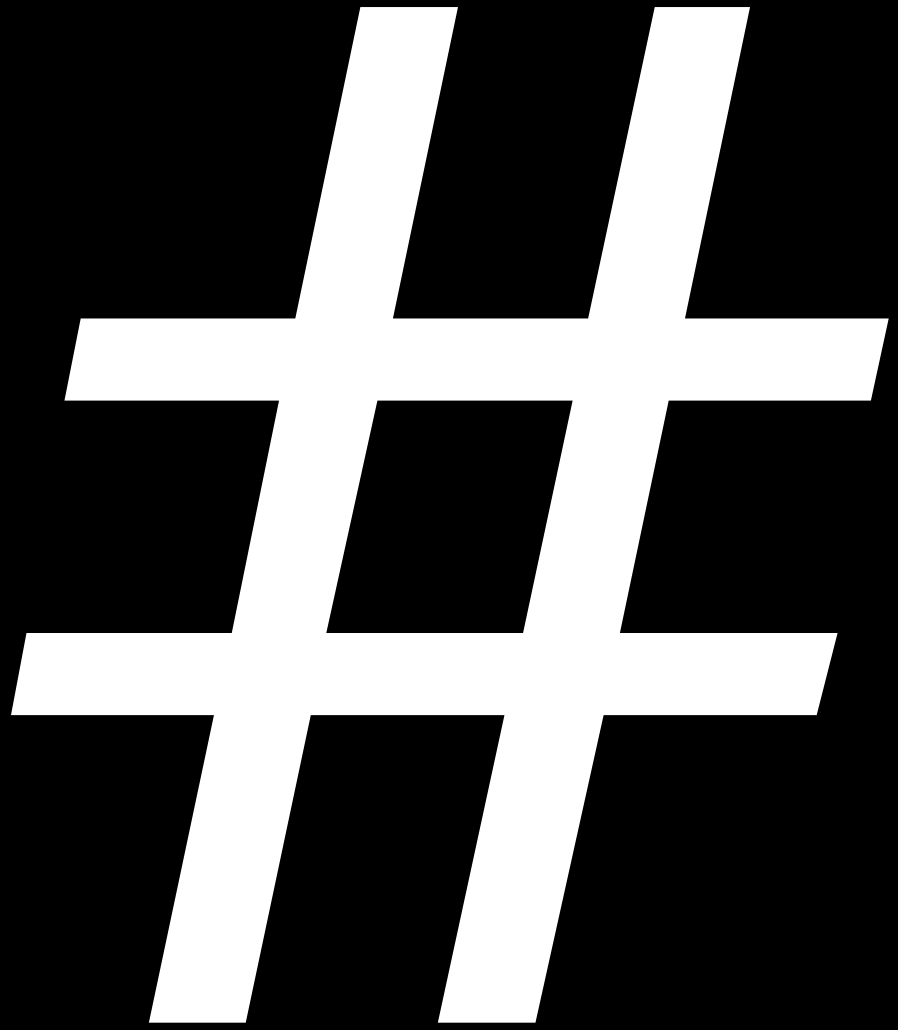

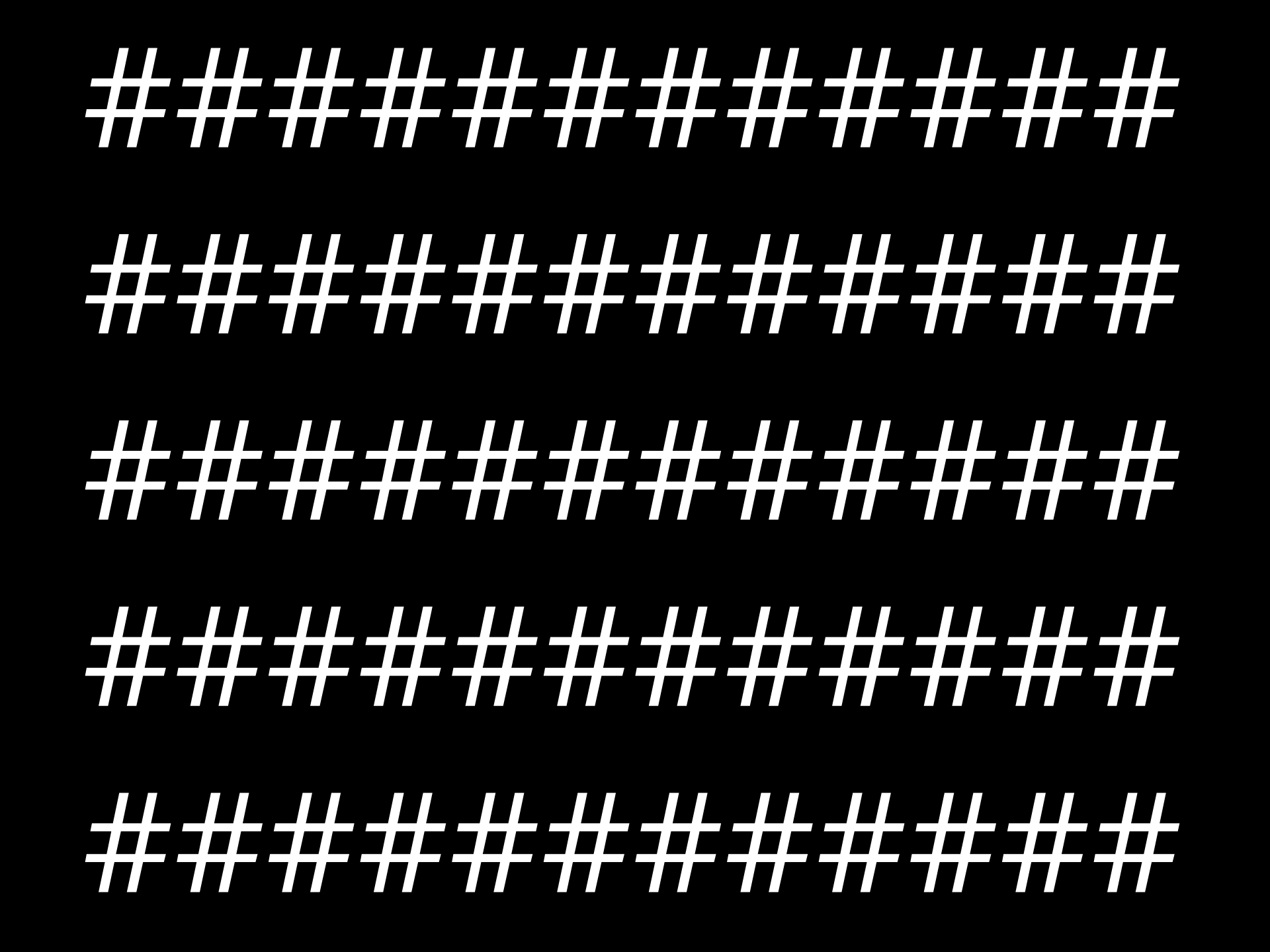

#lol

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technological form

character limits

types of content:

image ✓

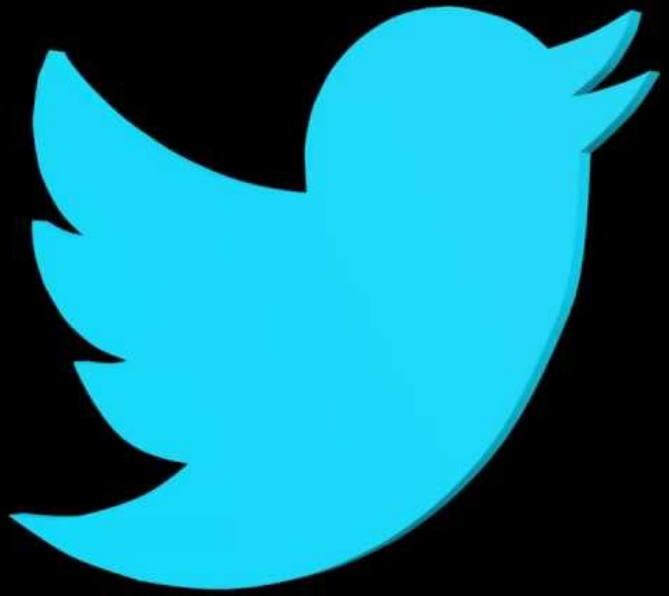
audio x

text formatting

italicize

social form

practices of the community of users



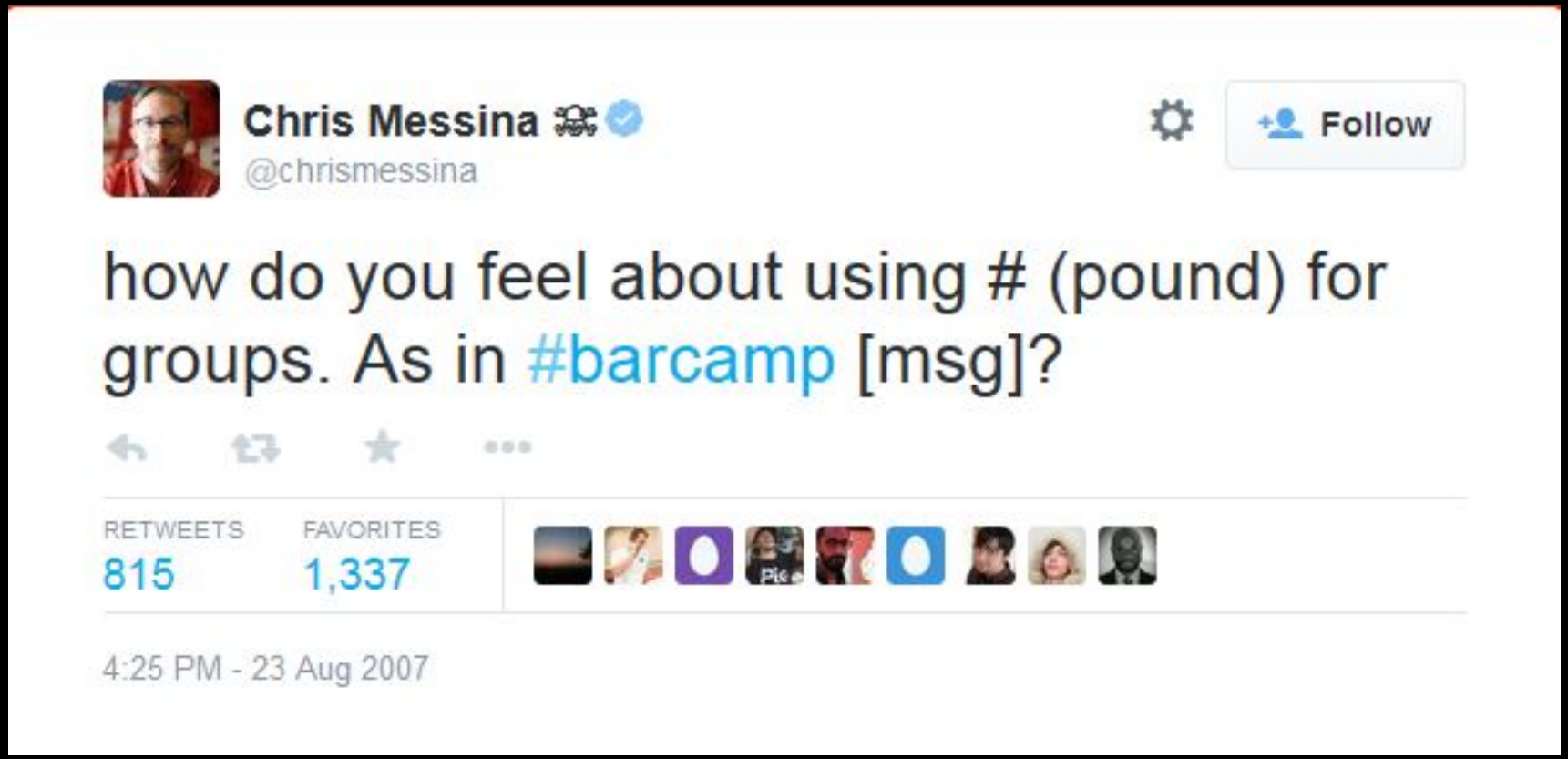
death of language

How the Hashtag is Ruining the English Language

http://gizmodo.com/5869538/how-the-hashtag-is-ruining-the-english-language

only the English language

#hilarious



https://twitter.com/chrismessina/status/223115412

Using hashtags on Twitter

Definition: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

https://support.twitter.com/articles/49309-using-hashtags-on-twitter#

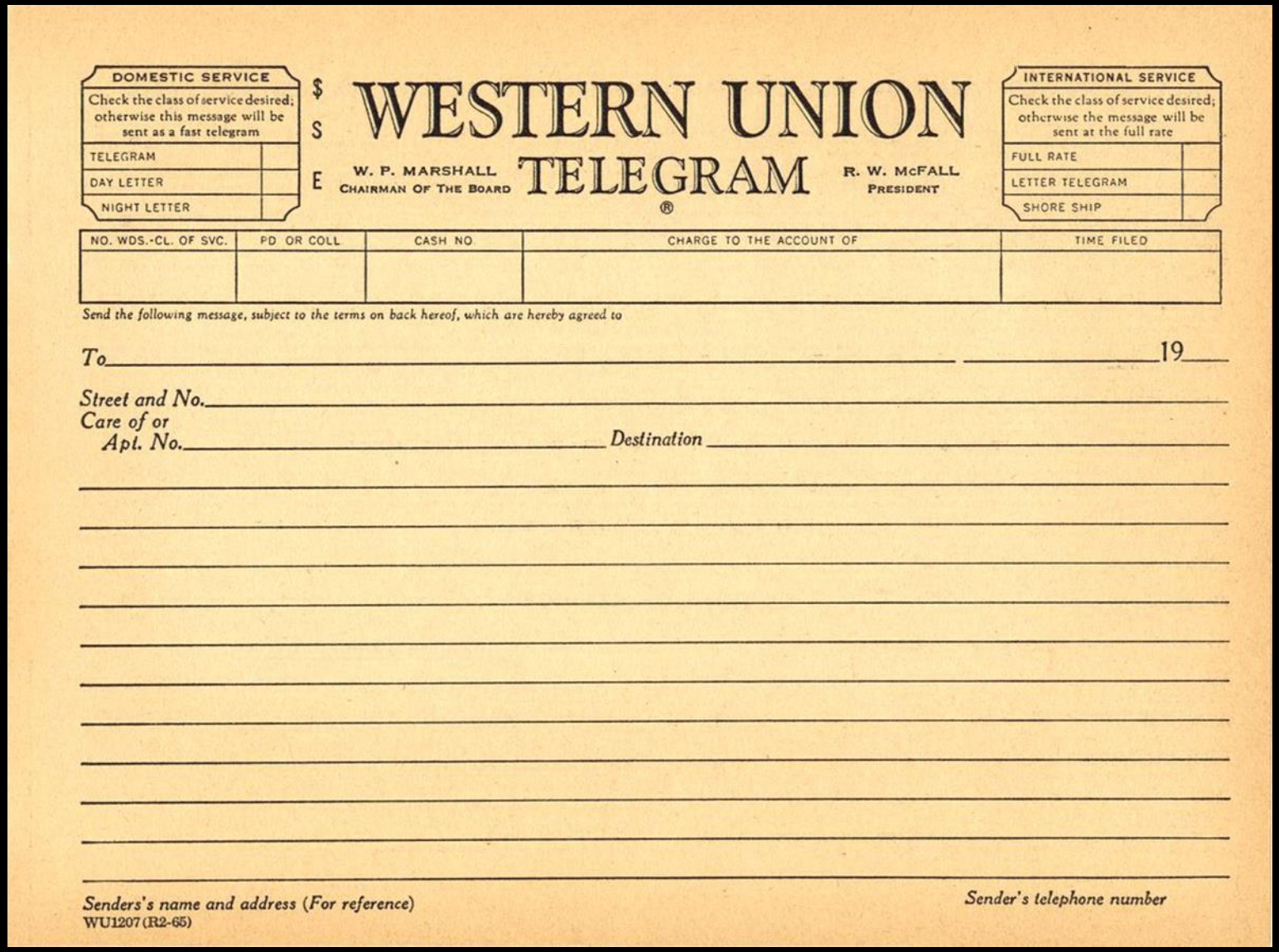
#PDA2015

#MisheardLyrics
#RuinADatein5Words
#WorstAdvice

#ButThatsNoneOfMyBusiness
#Sarcasm

“ironic metadata”
--Ben Zimmer

http://gizmodo.com/5869538/how-the-hashtag-is-ruining-the-english-language



DOMESTIC SERVICE

Check the class of service desired; otherwise this message will be sent as a fast telegram

- TELEGRAM
- DAY LETTER
- NIGHT LETTER

$
S
E

WESTERN UNION TELEGRAM ®

W. P. MARSHALL
CHAIRMAN OF THE BOARD

R. W. McFALL
PRESIDENT

INTERNATIONAL SERVICE

Check the class of service desired; otherwise the message will be sent at the full rate

- FULL RATE
- LETTER TELEGRAM
- SHORE SHIP

NO. WDS.-CL. OF SVC.	PD OR COLL	CASH NO	CHARGE TO THE ACCOUNT OF	TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

To _____ _____ 19____

Street and No. _____

Care of or Apt. No. _____ *Destination* _____

Senders's name and address (For reference)

Sender's telephone number

WU1207 (R2-65)

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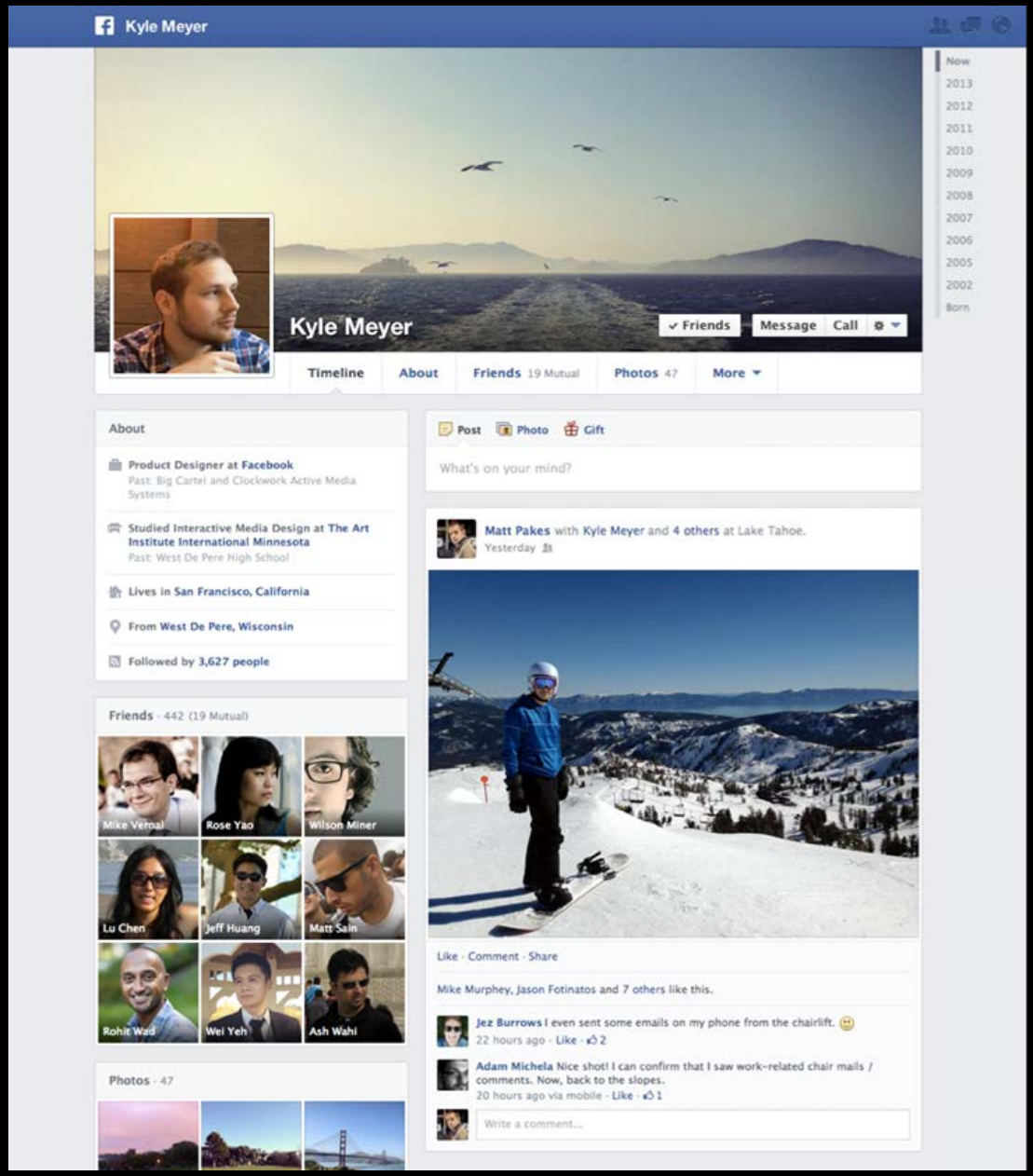

https://newsroom.fb.com/news/2013/03/improvements-to-timeline/

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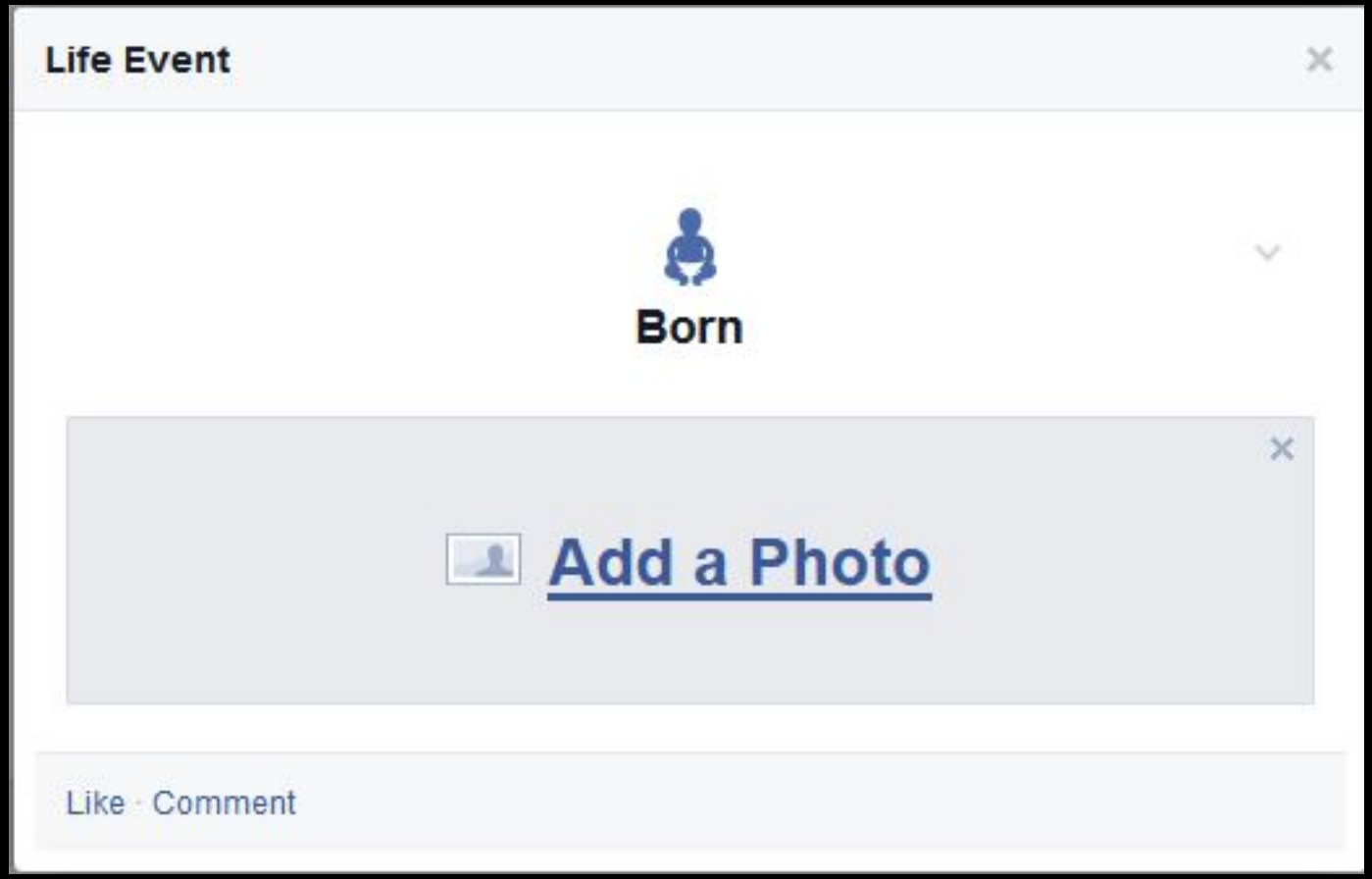
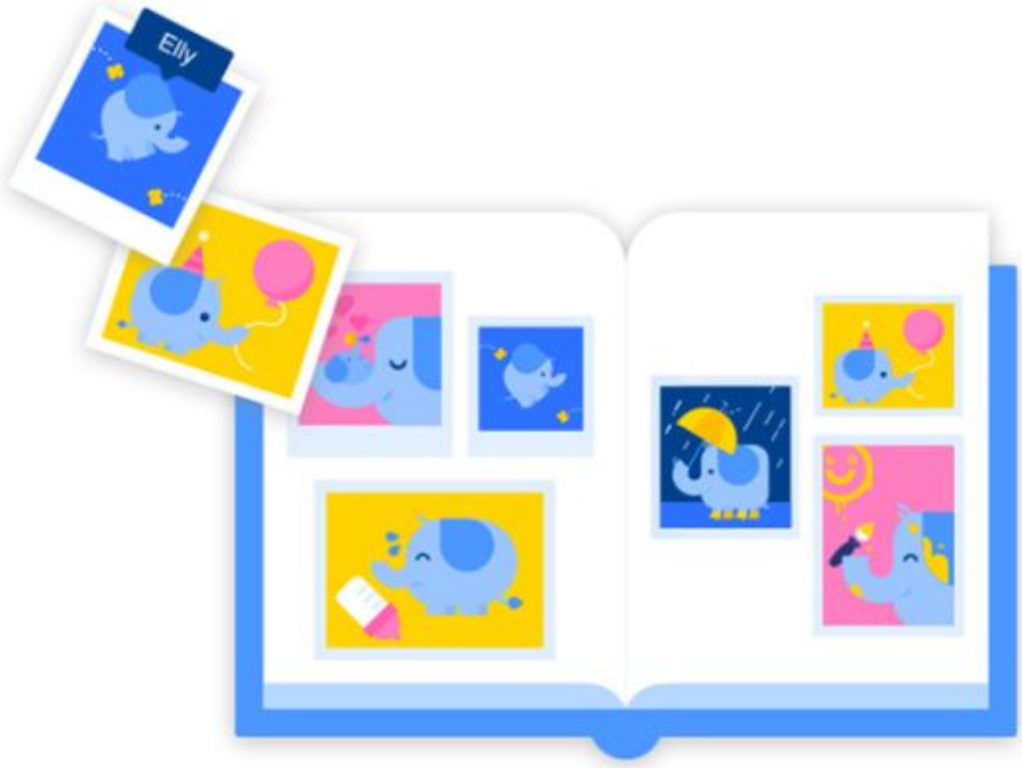

Life Event
Born
Add a Photo
Like · Comment

March 31, 2015

Introducing Scrapbook

A new way to organize photos of your child on Facebook.
Read more



http://newsroom.fb.com/news/2015/03/a-new-way-to-organize-photos-of-your-child-on-facebook/

Tamar Katriel and Thomas Farrell, "Scrapbooks as Cultural Texts: An American Art of Memory", *Text and Performance Quarterly* 11, no. 1 (1991): 12-14.

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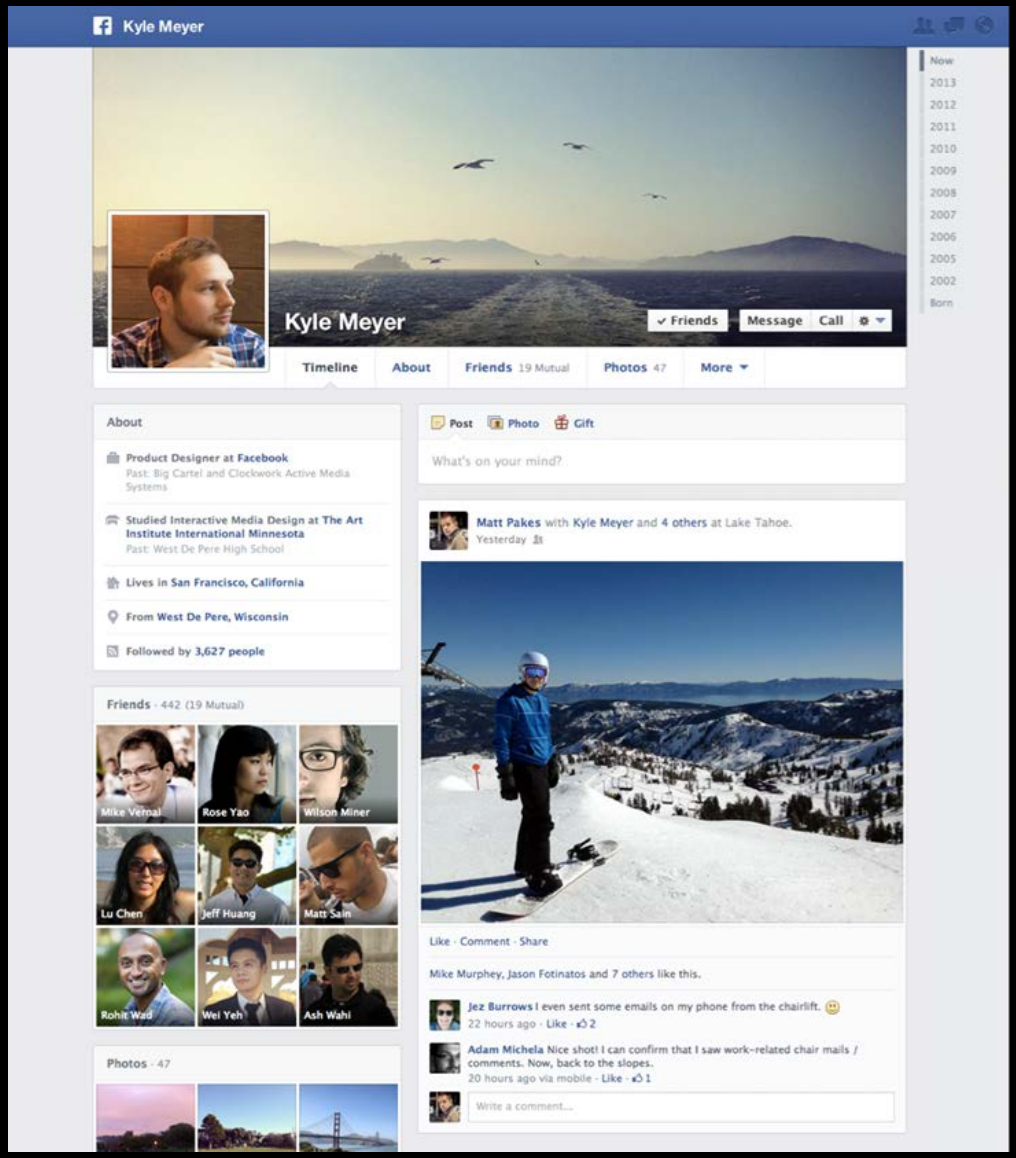


https://newsroom.fb.com/news/2013/03/improvements-to-timeline/

Got Braces Off

Today

Title Optional

Orthodontist Optional

When + Add year

With

Story Optional

Choose From Photos...

Upload Photos...

Public Save Cancel

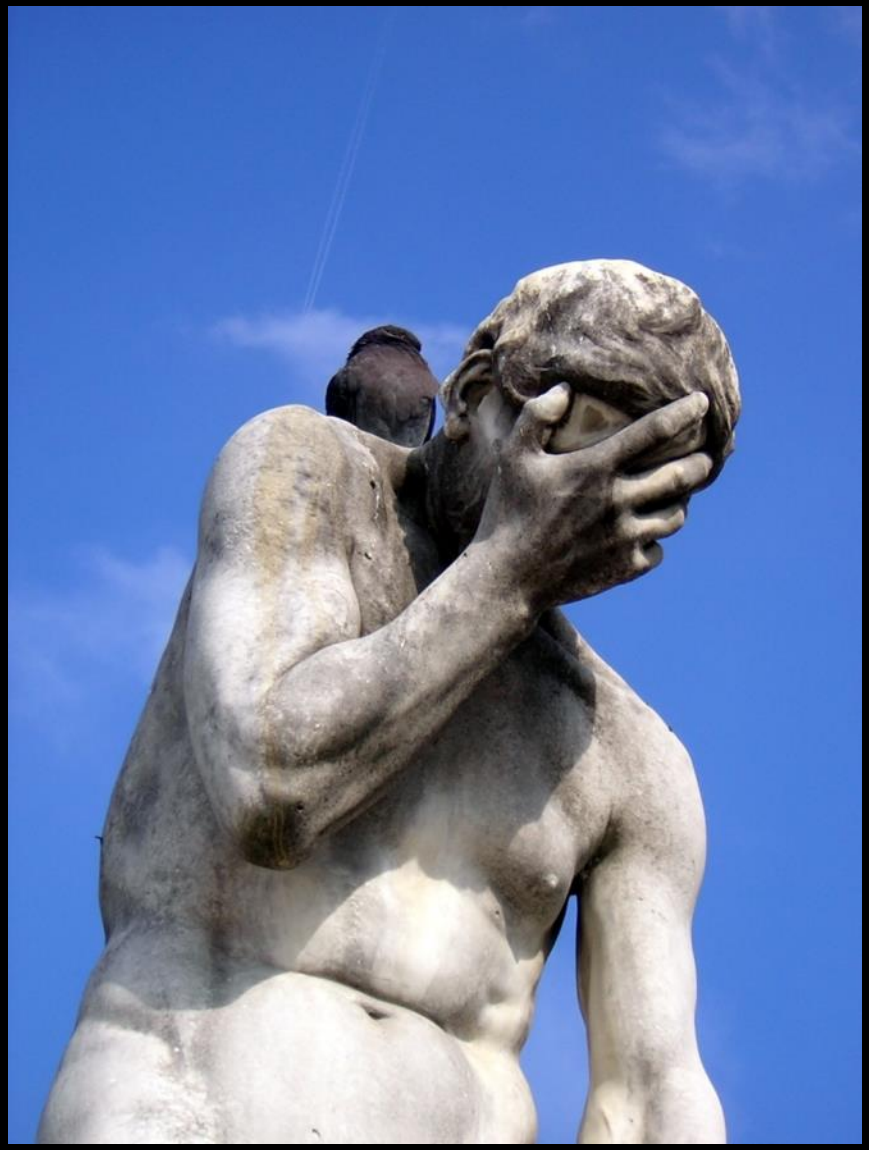
social form

identity presentation

whiny
depressing

funny!

interesting!



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ironic and cynical

hip sophistication
and literary savvy

from liberating
to enslaving

http://www.faronics.com/news/blog/facebook-does-not-have-a-dislike-button/

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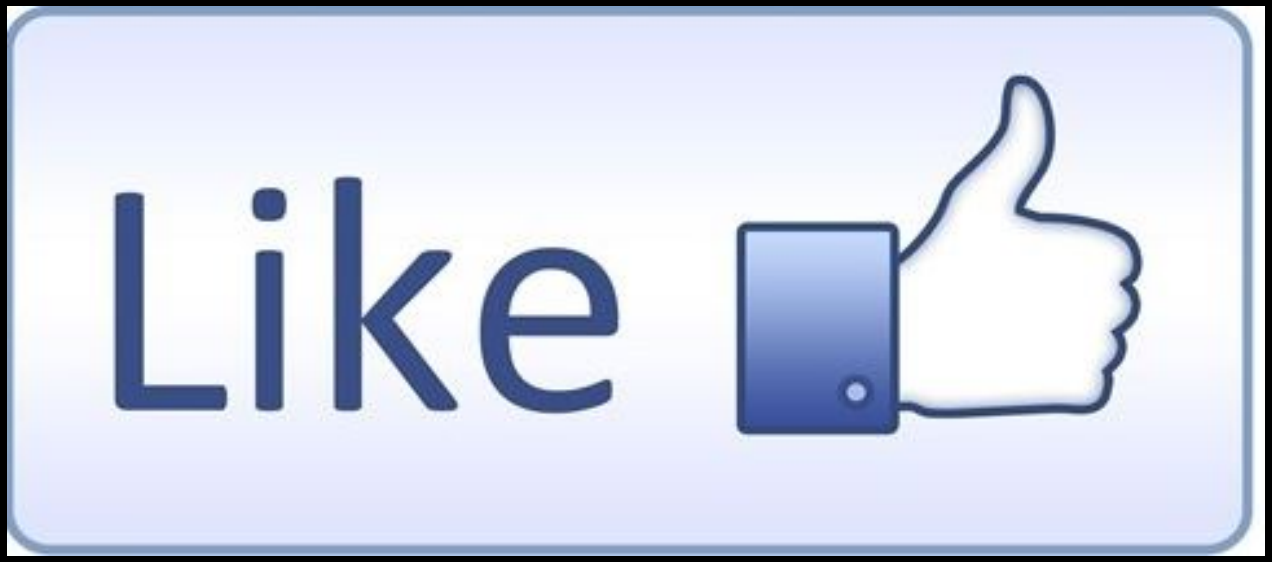
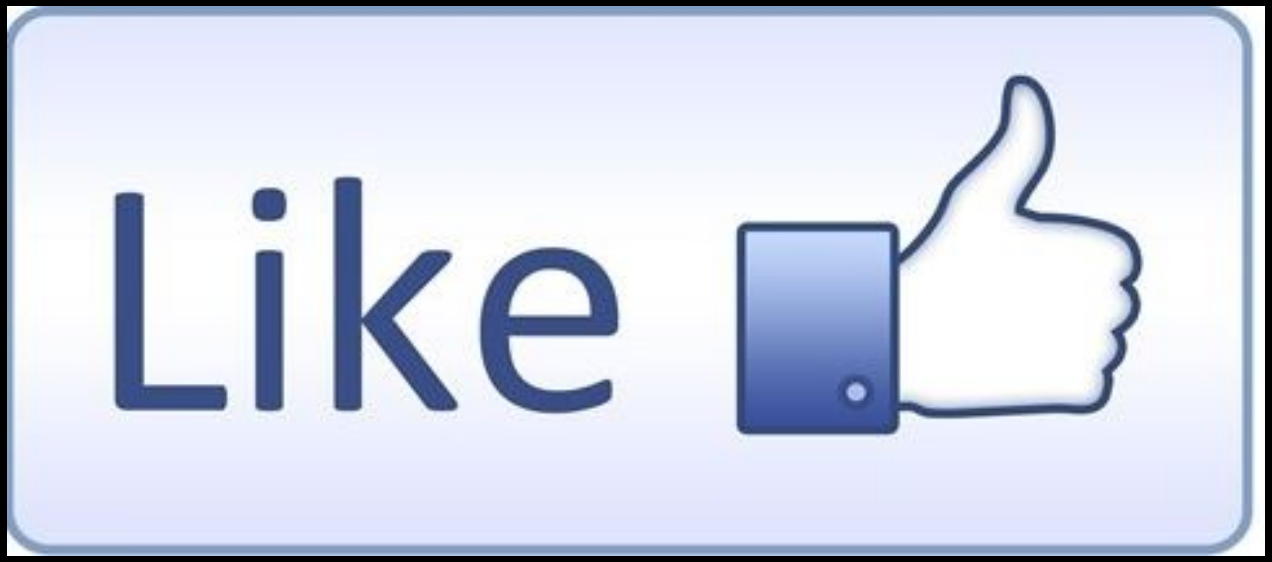

Like

apologize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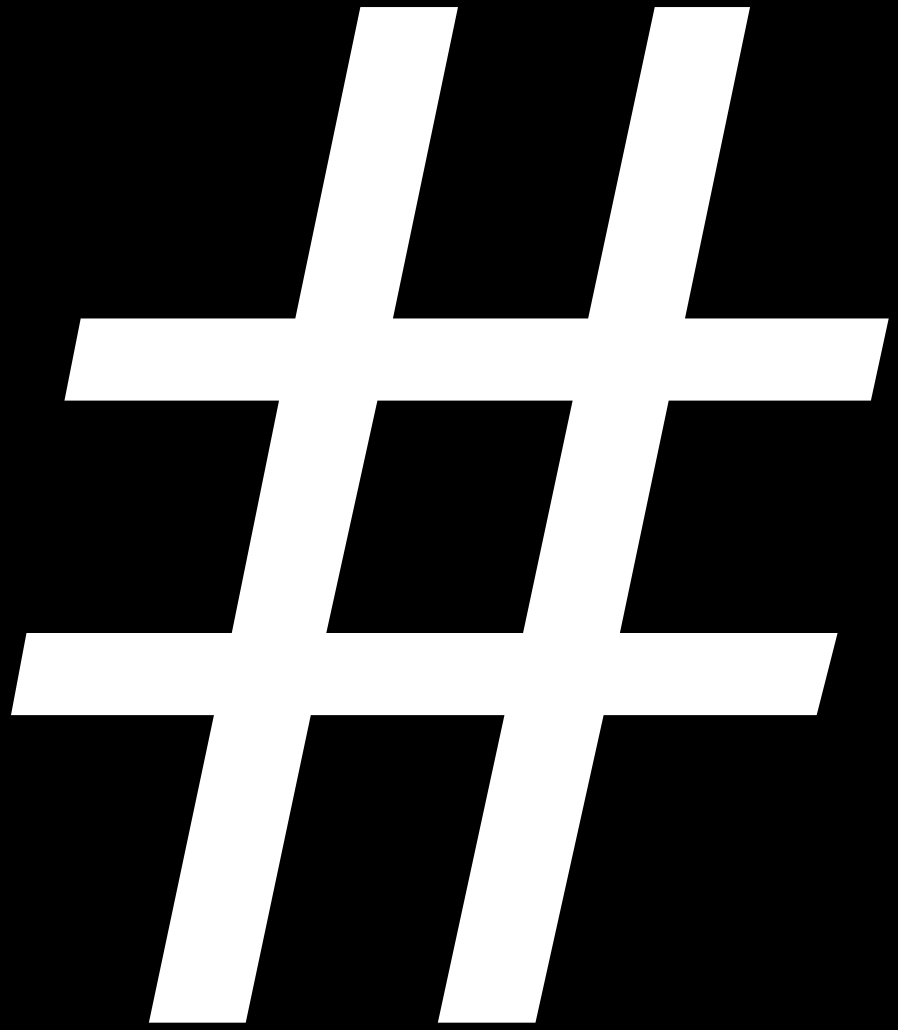

http://www.theatlantic.com/health/archive/2015/04/overcoming-an-eating-disorder-with-instagram/387658/

https://instagram.com/p/1gWy8qOmmP/

https://instagram.com/p/0Xfo4ehN46/?taken-by=beautifulsimplehealth

#healthyfood #foodporn #cleaneating #superfood #eatclean #healthfood #healthspo #fitspo #healthy #absaremadeinthekitchen #anorexia #orthorexia #anawarrior #recovery #anorexiarecovery #edrecovery #healthyeating #health #foodasmedicine #healthylifestyle

“Maintain our supportive environment by not glorifying self-injury”

https://help.instagram.com/477434105621119/

#anorexia

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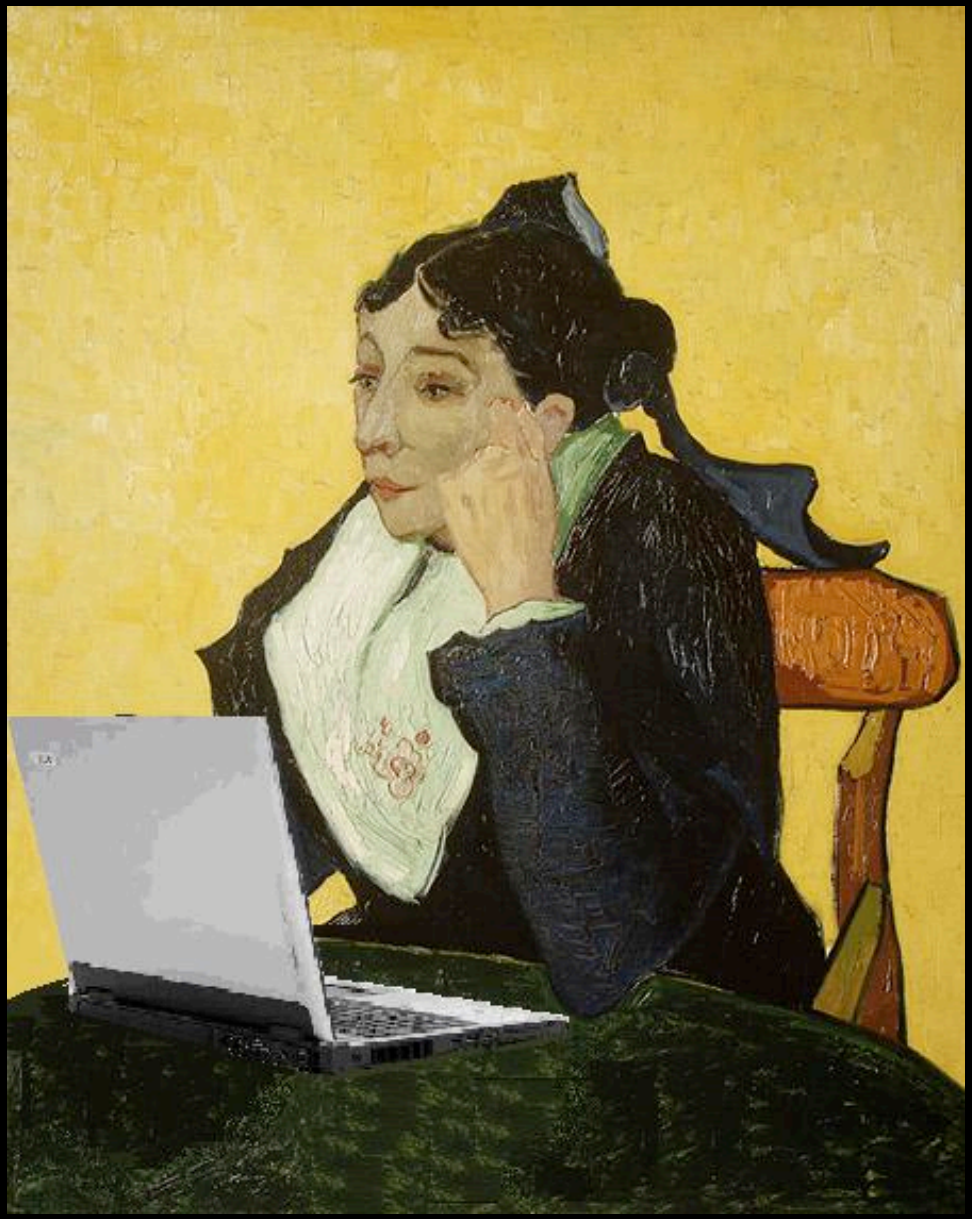

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May 8, 2014

Mother's Day on Facebook

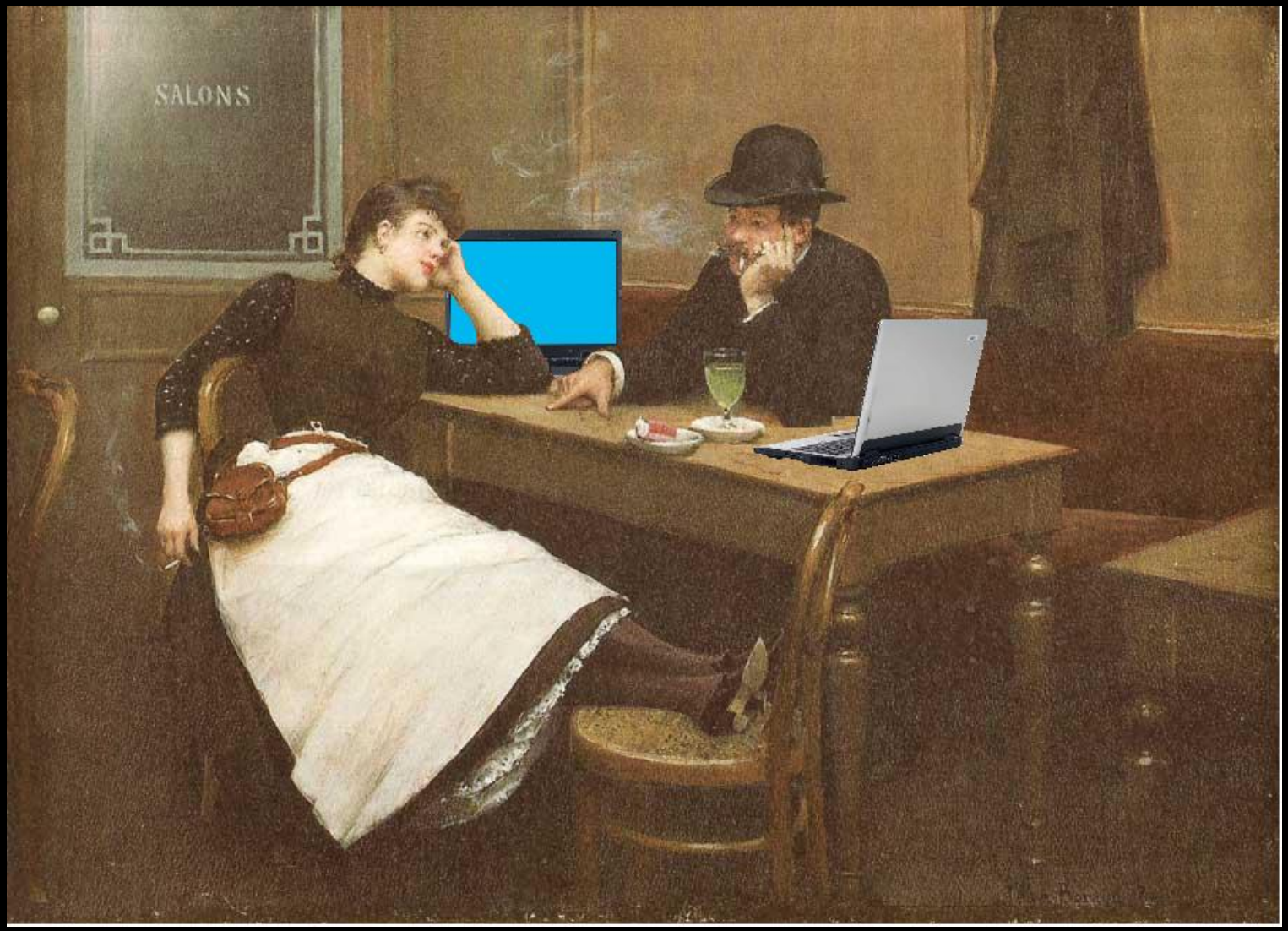
Monday, May 12: We have updated the bottom of this post with chatter data for the Mother's Day holiday along with a few standout posts by public figures.

For the Mother's Day holiday, the Facebook Data Science team explored what motherhood on Facebook looks like, and also ranked the most popular destinations for the holiday across 10 US cities based on where people have celebrated in previous years.

We will summarize a few of the findings in this post, and you can read the entire note from Data Science by clicking here:

- More than 27 million women on Facebook in the US identify themselves as mothers either by connecting with their children on Facebook or sharing the birth of a child as a life event on their Timelines
- The average age of all mothers on Facebook is 47, while the average age of new moms who have had a baby since last Mother's Day is 30

https://newsroom.fb.com/news/2014/05/mothers-day-on-facebook/



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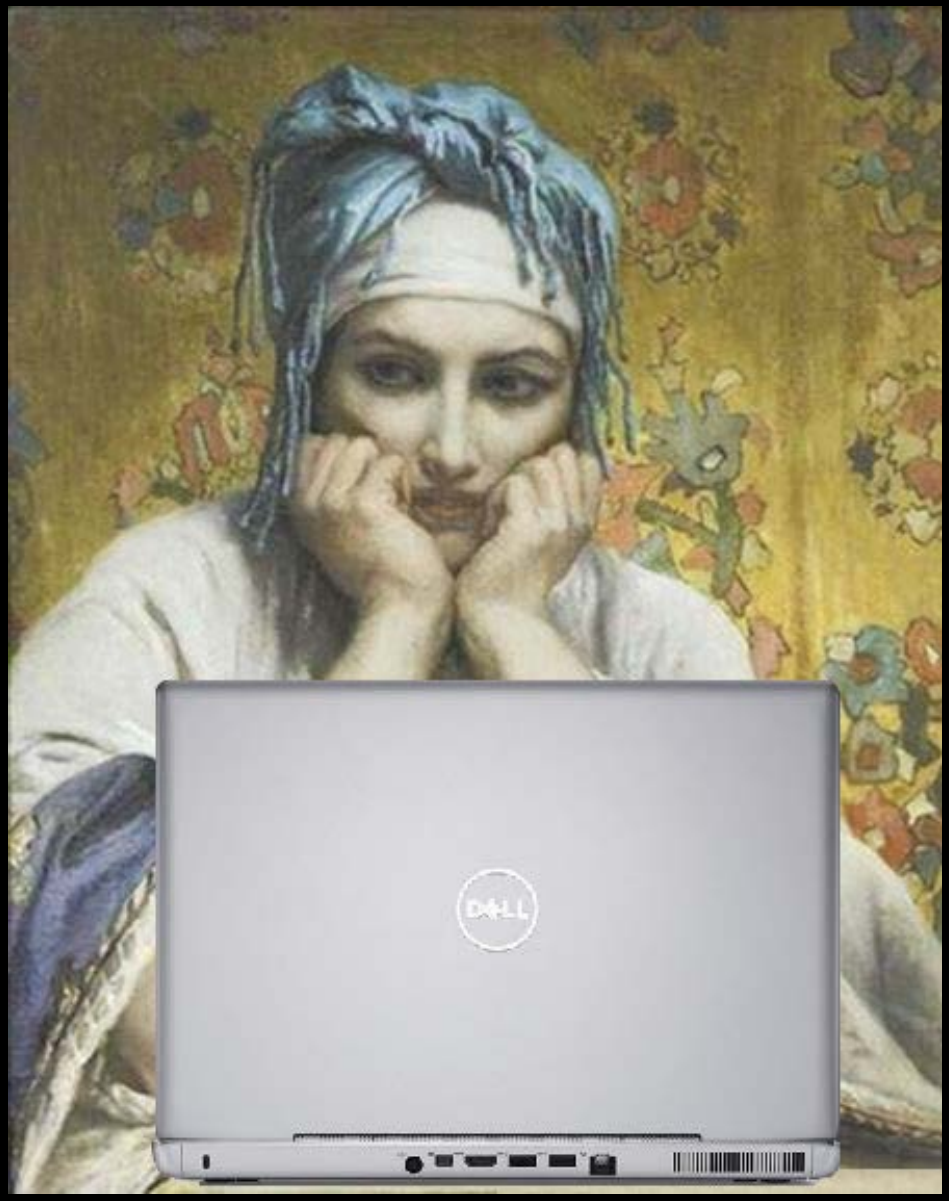
click-bait



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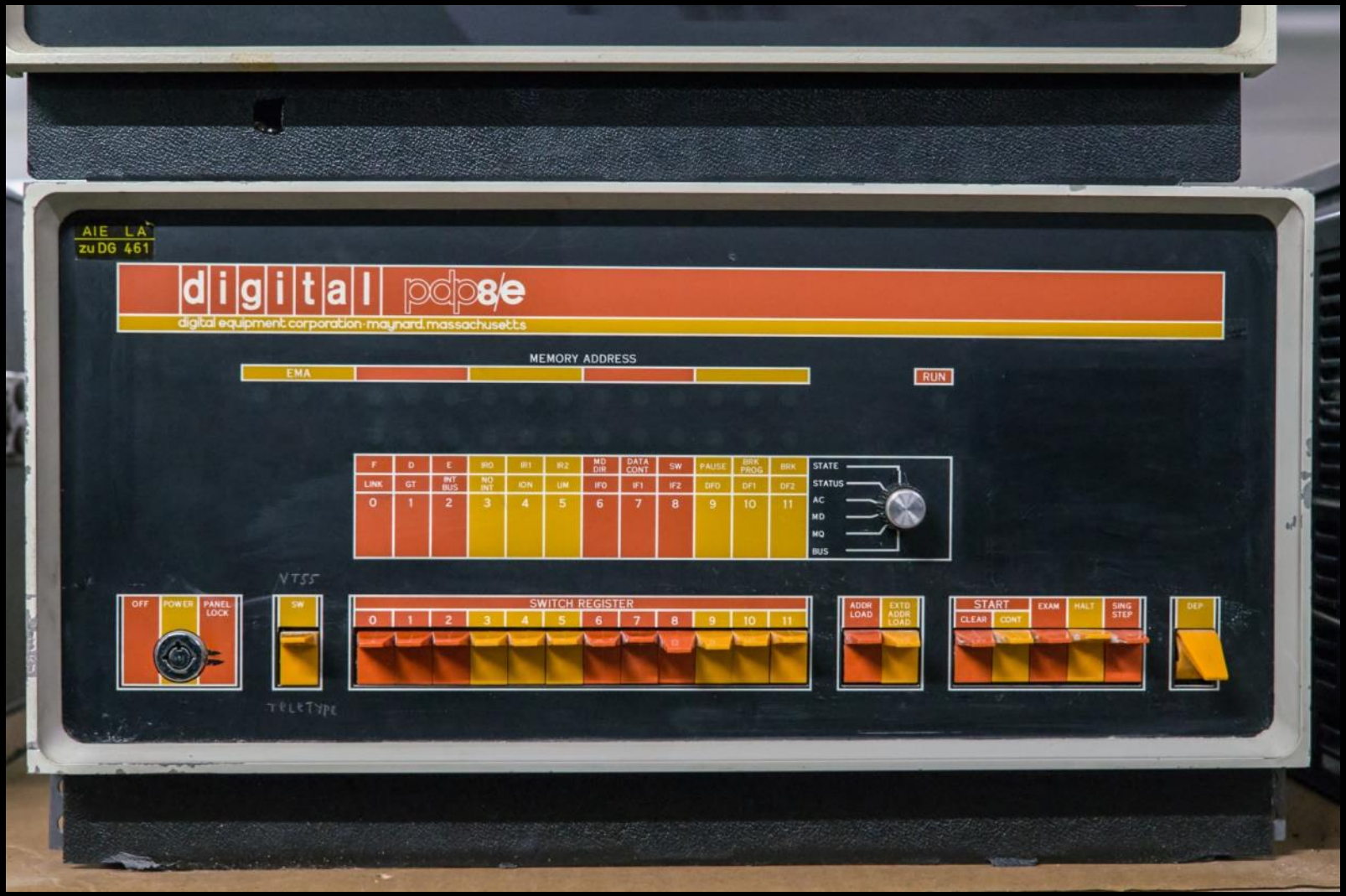
Documentation is a waste of time

http://www.academia.edu/8539152/Documentation_is_a_waste_of_time



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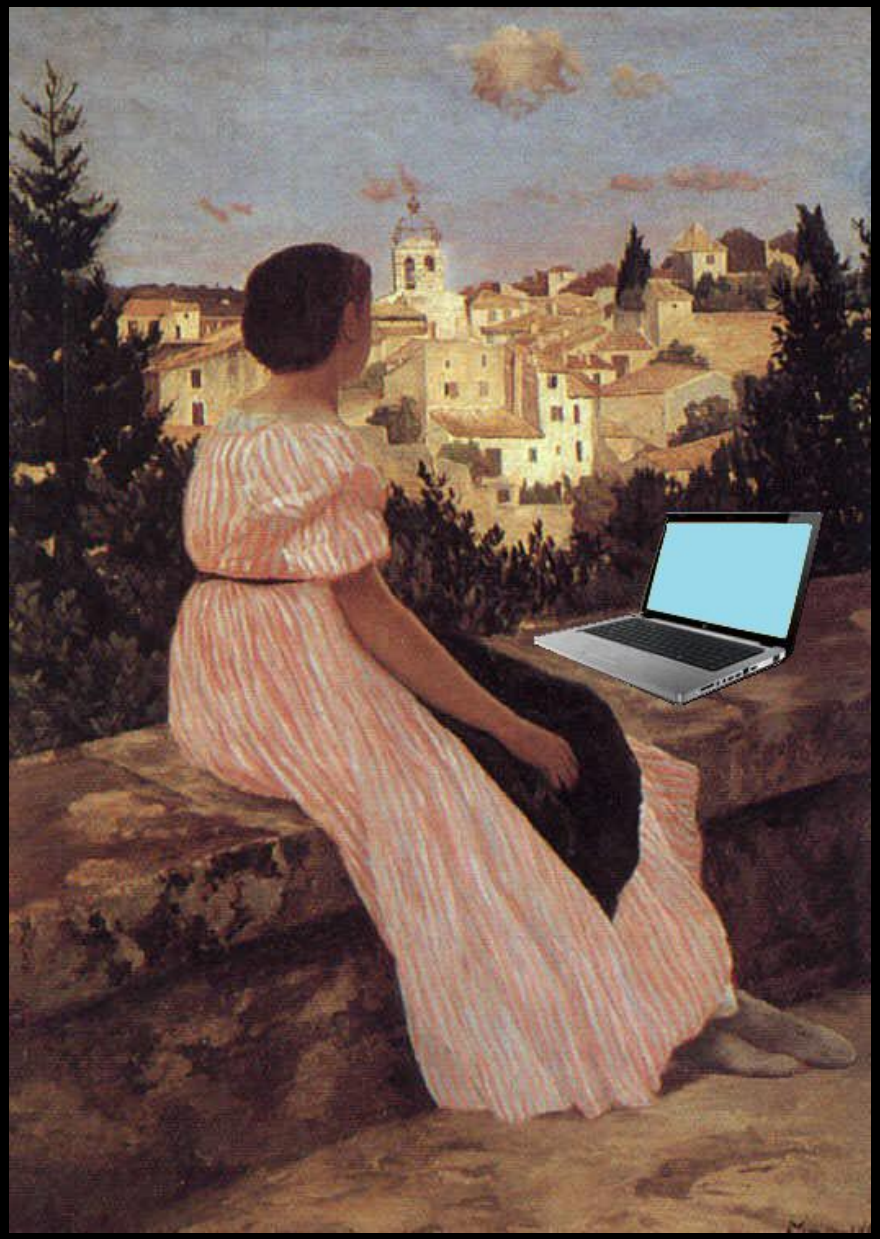

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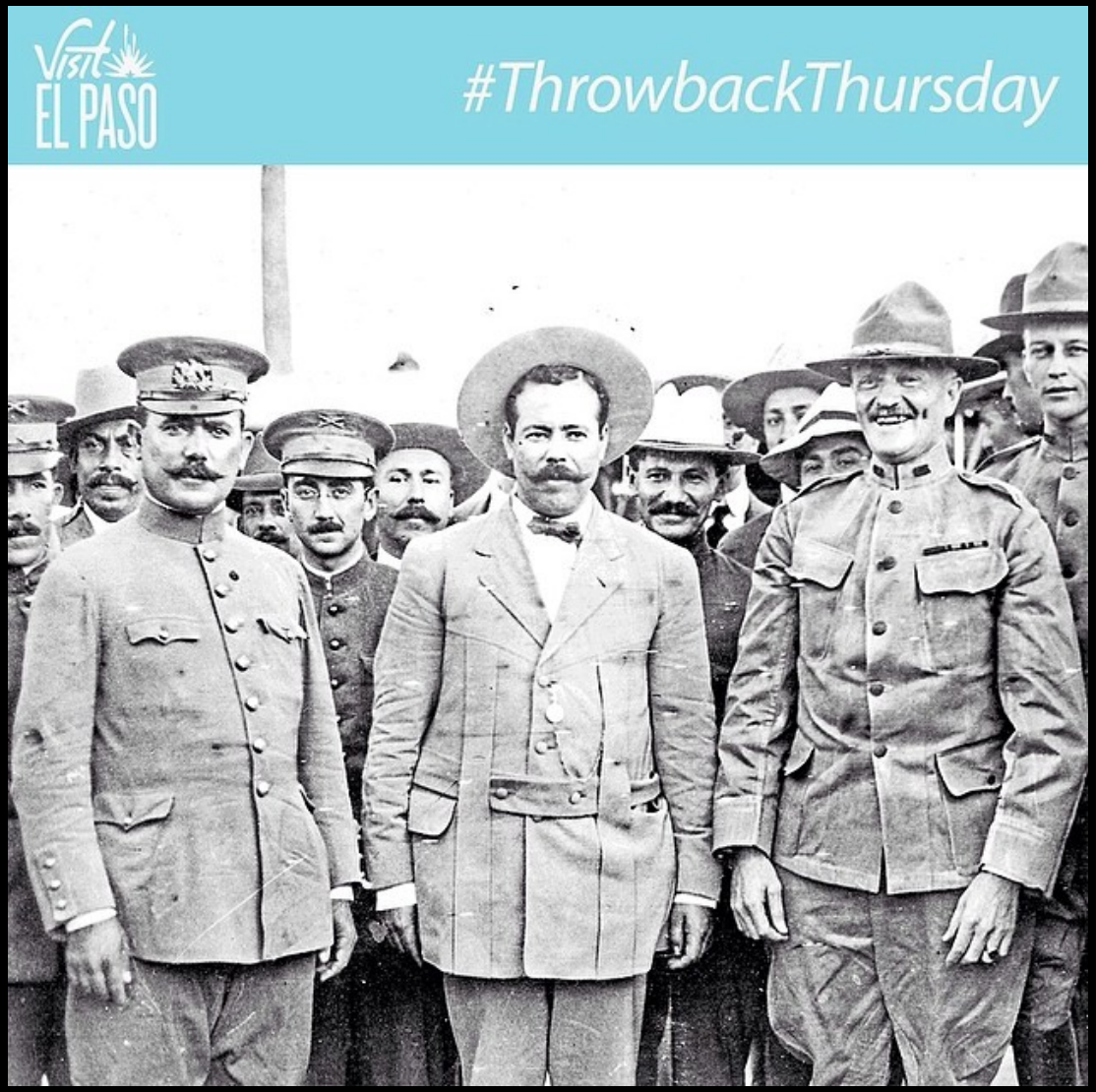

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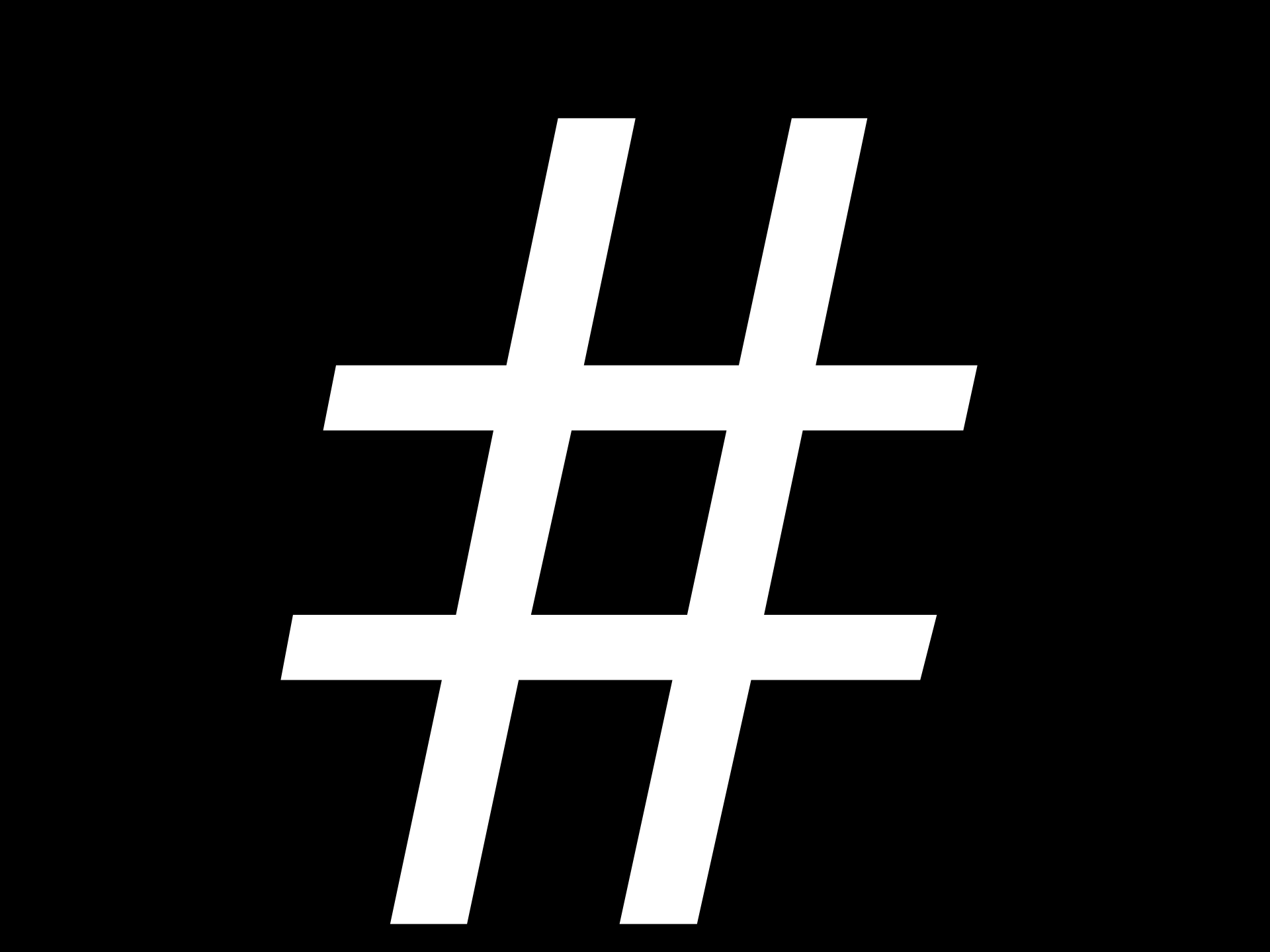

AT DAWN
WE RIDE

@JulieSwierczek

julie_swierczek
@harvard.edu

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